
State:	District of Columbia	Filing Company:	Loyal American Life Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	1PG LP_REDLINE MACRA		
Project Name/Number:	1PG LP_REDLINE MACRA/4425		

Filing at a Glance

Company:	Loyal American Life Insurance Company
Product Name:	1PG LP_REDLINE MACRA
State:	District of Columbia
TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI:	MS08I.012 Multi-Plan 2010
Filing Type:	Form
Date Submitted:	01/13/2020
SERFF Tr Num:	UTAC-132219149
SERFF Status:	Closed-APPROVED
State Tr Num:	
State Status:	
Co Tr Num:	CSBLP-1PG-LOYAL-MACRA
Implementation	On Approval
Date Requested:	
Author(s):	Marilyn Wichroski, Alycia Sumbera, Kathleen Collins, Laura Sampair
Reviewer(s):	Colin Johnson (primary), RaShaunda Benson
Disposition Date:	01/30/2020
Disposition Status:	APPROVED
Implementation Date:	01/30/2020

State: District of Columbia **Filing Company:** Loyal American Life Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: 1PG LP_REDLINE MACRA
Project Name/Number: 1PG LP_REDLINE MACRA/4425

General Information

Project Name: 1PG LP_REDLINE MACRA Status of Filing in Domicile: Not Filed
Project Number: 4425 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 01/30/2020
State Status Changed:
Deemer Date: Created By: Alycia Sumbera
Submitted By: Alycia Sumbera Corresponding Filing Tracking Number:
Filing Description:

Requesting approval for the revised Landing Page:

NEW FORMS DESCRIPTION

CSBLP-1PG-LOYAL-MACRA, Landing Page

SUPPORTED BY APPROVED FORMS: DESCRIPTION

LY-MSD-AA-A-DC, Medicare Supplement Policy Plan A
LY-MSD-AA-F-DC, Medicare Supplement Policy Plan F
LY-MSD-AA-G-DC, Medicare Supplement Policy Plan G
LY-MSD-AA-N-DC, Medicare Supplement Policy Plan N

Approved on 08/07/2013 under SERFF Tracking Number: UTAC-129043484.

The landing page replaces form CSBLP-1PG-LOYAL which was approved by your department on 7/23/18 under SERFF filing UTAC-131567890. Descriptions of the changes made between the prior form and the new one are included in this filing.

This landing page will be used with our digital marketing campaigns (paid search, display, social). When a consumer clicks through an ad, they will be brought to the landing pages to request a Medicare Supplement quote.

Upon clicking the "get a quote" button, a pop-up appears that allows the consumer to fill in their information for a call back. A sample pop-up is included in this filing under the Supporting Documentation Tab.

Also on the landing page, there is a link to view all state exclusions and limitations, which is a form that has been previously filed: CSB-9-0047h-CHLIC0916, filed under Serff # UTAC-130666795.

Company and Contact

Filing Contact Information

Alycia Sumbera, Compliance Analyst Alycia.Sumbera@Cigna.com
11200 Lakeline Boulevard #100 866-459-4272 [Phone] 4822 [Ext]
Austin, TX 78733 512-451-0357 [FAX]

State: District of Columbia**Filing Company:** Loyal American Life Insurance Company**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010**Product Name:** 1PG LP_REDLINE MACRA**Project Name/Number:** 1PG LP_REDLINE MACRA/4425**Filing Company Information**

Loyal American Life Insurance
Company
11200 Lakeline Blvd., Suite 100
P.O. Box 26580
Austin, TX 78755-0580
(866) 459-4272 ext. [Phone]

CoCode: 65722
Group Code: 901
Group Name:
FEIN Number: 63-0343428

State of Domicile: Ohio
Company Type: Insurance
Company
State ID Number:

Filing Fees

Fee Required? No

Retaliatory? No

Fee Explanation:

SERFF Tracking #:	UTAC-132219149	State Tracking #:		Company Tracking #:	CSBLP-1PG-LOYAL-MACRA
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
APPROVED	Colin Johnson	01/30/2020	01/30/2020

SERFF Tracking #:	UTAC-132219149	State Tracking #:		Company Tracking #:	CSBLP-1PG-LOYAL-MACRA
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Disposition

Disposition Date: 01/30/2020

Implementation Date: 01/30/2020

Status: APPROVED

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability	APPROVED	Yes
Supporting Document	Redline Document	APPROVED	Yes
Supporting Document	Get a Quote Pop-up	APPROVED	Yes
Form	1PGR LOYAL rev	APPROVED	Yes

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Form Schedule

Lead Form Number: CSBLP-1PG-LOYAL									
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data		Readability Score	Attachments
1	APPROVED 01/30/2020	1PGR LOYAL rev	CSBLP-1PG-LOYAL-MACRA	ADV	Revised	Previous Filing Number:	UTAC-131567890		CSBLP-1PG-LOYAL-MACRA_Clean Version.pdf
						Replaced Form Number:	CSBLP-1PG-LOYAL		

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NAP	Network Access Plan
NOC	Notice of Coverage	OTH	Other
OUT	Outline of Coverage	PJK	Policy Jacket
POL	Policy/Contract/Fraternal Certificate	POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider
PRC	Provider Contract/Provider Addendum/Provider Leading Agreement	PRD	Provider Directory

MEDICARE SUPPLEMENT INSURANCE POLICIES

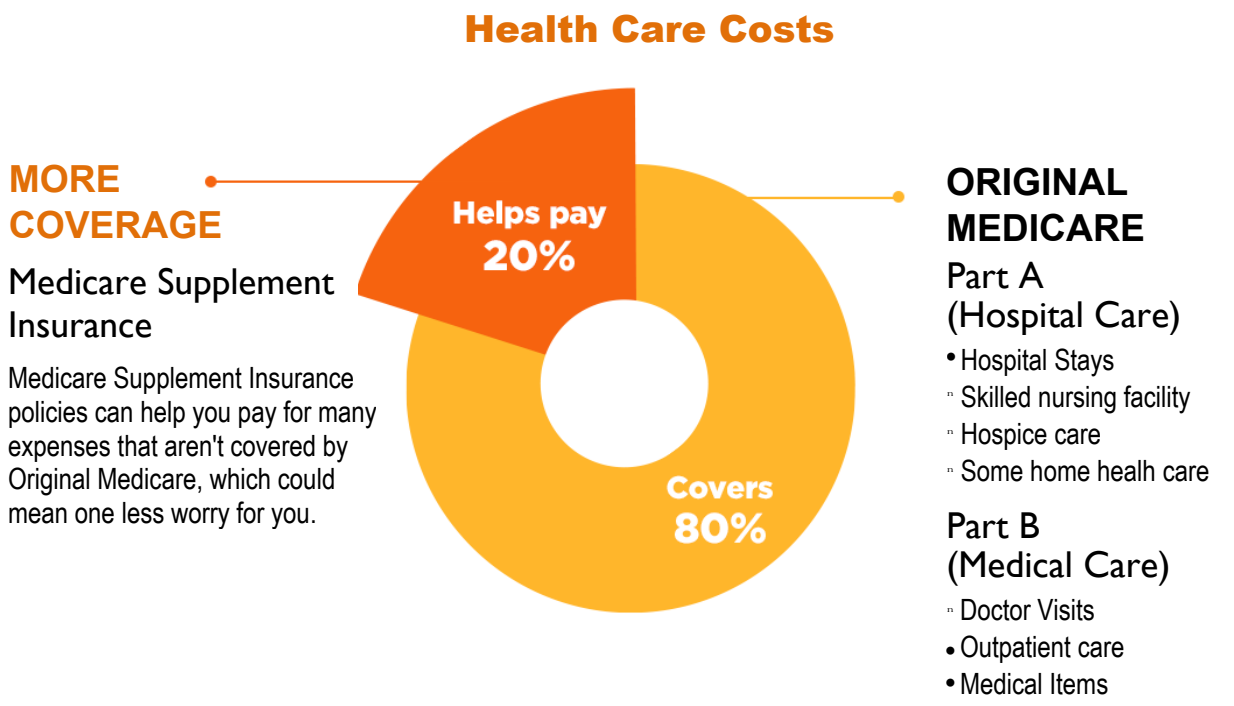
Plans that pick up where Medicare leaves off.

GET A FREE QUOTE

Or call [1.877.890.1320
[Mon - Fri 8:30AM - 8:30PM ET]

WHAT IS MEDICARE SUPPLEMENT INSURANCE?

It's an insurance policy that helps pay the medical expenses that Original Medicare doesn't cover, like copayments, coinsurance, and deductibles. **Medicare Supplement Insurance plans are standardized by the government, which means they offer the same core benefits - no matter which company you choose.**



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Supporting Document Schedules

Satisfied - Item:	Statement of Variability
Comments:	
Attachment(s):	SOV_CSBLP-1PG-LOYAL-MACRA.pdf
Item Status:	APPROVED
Status Date:	01/30/2020
Satisfied - Item:	Redline Document
Comments:	
Attachment(s):	CSBLP-1PG-LOYAL-MACRA_RedlinedVersion.pdf
Item Status:	APPROVED
Status Date:	01/30/2020
Satisfied - Item:	Get a Quote Pop-up
Comments:	
Attachment(s):	CSBLP-1PG-LOYAL-MACRA_Popup.pdf
Item Status:	APPROVED
Status Date:	01/30/2020

Statement of Variability
Loyal American Life Insurance Company

The following items are indicated as variable items on forms CSBLP-1PG-LOYAL-MACRA

Page	Variable Items	Justification
ALL	[Or call 1.877.890.1320 Mon-Fri 8:30AM – 8:30PM ET]	The telephone number and hours are marked as variable in the event that we update the phone number for consumers to call, or update our call center hours
ALL	Helpful Customer Service [Based in the United States and available Mon-Fri, 8AM-8PM ET.]	This is marked as variable only in the event that our call center days change and need to be updated, or we update/change the call center hours.
ALL	[Or call 1.877.890.1320 Mon-Fri 8:30AM – 8:30PM ET]	The telephone number and hours are marked as variable in the event that we update the phone number for consumers to call, or update our call center hours
ALL	[Maine, Hawaii, Oregon, and Vermont]	The state list is variable so that we can add states in the event that a states regulations have changed, and we will have to add a state into this list. We will NEVER remove a state from this list.

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